

## Message Text

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ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-07 H-03 INR-10 L-03

NSAE-00 NSC-07 PA-04 RSC-01 PRS-01 SP-03 SS-20

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OPIC-12 CIEP-02 LAB-06 SIL-01 OMB-01 DRC-01 CU-04

IO-14 SAJ-01 AGR-20 SWF-02 /204 W

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R 041945Z JUN 74

FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC 9440

INFO USMISSION NATO

AMCONSUL LENINGRAD

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E.O. 11652: N/A

TAGS: ETRD EGEN UR US

SUBJECT: VISIT OF PEPSI-COLA BOARD OF DIRECTORS TO USSR

REF: MOSCOW A-176

1. PRAVDA JUNE 4 CARRIES FRONT-PAGE, THREE-COLUMN WIDE ANNOUNCEMENT OF BREZHNEV MEETING JUNE 3 WITH DON KENDALL, CHAIRMAN OF BOARD OF PEPSI-COLA CORPORATION AND CO-CHAIRMAN OF AMERICAN-SOVIET TRADE AND ECONOMIC COUNCIL. CONVERSATION, WHICH DESCRIBED AS TAKING PLACE IN FRIENDLY AND CONSTRUCTIVE SPIRIT, CONCERNED WITH FURTHER DEVELOPMENT OF MUTUALLY ADVANTAGEOUS ECONOMIC AND COMMERCIAL RELATIONS BETWEEN US AND USSR. ALSO TAKING PART IN TALKS WERE V. S. ALKHIMOV, DEPUTY MINISTER OF FOREIGN TRADE, AND A. M. ALEKSANDROV, ASSISTANT TO BREZHNEV.

2. KENDALL MEETING WITH BREZHNEV CAPPED WEEK-LONG VISIT TO USSR BY PEPSI-COLA BOARD OF DIRECTORS WHICH IN THIS PERIOD

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OF DETENTE AND IMPROVED US-SOVIET ECONOMIC RELATIONS HAS

ATTRACTED LITTLE ATTENTION, BUT JUST TWO YEARS AGO WOULD HAVE BEEN REGARDED AS BREAKING NEW RECORDS. KENDALL AND WIFE, ACCOMPANIED BY MEMBERS OF PEPSI COLA BOARD WITH THEIR WIVES, ARRIVED MOSCOW MAY 28/29. ON MAY 29 THEY ATTENDED OPENING IN MOSCOW OF PEPSI-FINANCED EXHIBITION OF PAINTINGS OF AMERICAN ARTIST ERIC SLOANE. ON MAY 30 GROUP FLEW TO KRASNODAR NEAR BLACK SEA AND ON MAY 31 THEY ATTENDED CEREMONIES FORMALLY OPENING FIRST PEPSI-COLA PLANT IN USSR AT NOVOROSIYSK. PLANT HAS ALREADY BEEN OPERATING FOR SEVERAL WEEKS AND IS REPORTEDLY TURNING OUT 80,000 BOTTLES PER DAY. SOVIET-MADE PEPSI IS SELLING IN BLACK SEA AREA FOR 40 KOPECKS PER BOTTLE, WHICH INCLUDES NINE KOPECK DEPOSIT.

3. LATER, ON MAY 31, FORMAL MEETING OF PEPSI-COLA BOARD OF DIRECTORS TOOK PLACE AT ABRAU-DURS9, A CHAMPAGNE INDUSTRY CENTER NOT FAR FROM NOVOROSIYSK. PEPSI COLA IS BUYING SOME OF BEST SOVIET CHAMPAGNE FOR FUTURE SALE IN US. REMAINDER OF TRIP INCLUDED VISITS TO SOCHI AND LENINGRAD AND KENDALL MEETING IN MOSCOW WITH TOP OFFICIALS OF MINISTRIES OF FOREIGN TRADE AND FOOD INDUSTRY PRIOR TO MEETING WITH BREZHNEV ON JUNE 3.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESS RELEASES, VISITS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 04 JUN 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** cunninfx  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974MOSCOW08438  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740142-0228  
**From:** MOSCOW  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740677/aaaacokf.tel  
**Line Count:** 84  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** MOSCOW A-176  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** cunninfx  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 05 JUN 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <05 JUN 2002 by kelleyw0>; APPROVED <19 FEB 2003 by cunninfx>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** VISIT OF PEPSI-COLA BOARD OF DIRECTORS TO USSR  
**TAGS:** ETRD, EGEN, UR, US, (BREZHNEV), (KENDALL, DON)  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005